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| 67                | 2                    | 9/22-23/1962         | Report               | A public opinion study concerning the 1962 gubernatorial election conducted in Los Angeles County. 18pgs. |

PUBLIC OPINION STUDY  
CONCERNING  
THE 1962 GUBERNATORIAL ELECTION  
CONDUCTED IN LOS ANGELES COUNTY  
September 22 and 23, 1962

UNIVERSITY OF CALIFORNIA  
BERKELEY

# FACTS CONSOLIDATED

## *Research and Counsel in Marketing*

9171 WILSHIRE BOULEVARD - BEVERLY HILLS, CALIFORNIA - TR 8-0910 - CR 3-1070 - TWX BV 7121

October 8, 1962

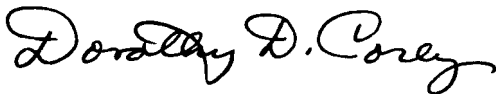
Mr. Robert H. Finch  
315 West 9th Street, Suite 717  
Los Angeles 15, California

Dear Mr. Finch:

The following report shows our findings of a public opinion study concerning attitudes and voting intentions of registered voters in the November election for Governor of California.

A cross section of registered voters in Los Angeles County were interviewed by ten experienced members of Facts Consolidated's field staff on September 23 and 24, 1962.

Sincerely,



Dorothy D. Corey  
Director

DDC:ra  
152500-05-01

The Marketing and Marketing Research Division of C-E-I-R, Inc.

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Issued to:

Public Opinion Study  
Concerning  
The 1962 Gubernatorial Election  
Conducted in Los Angeles County

September 22 and 23, 1962

# DISTRIBUTION OF INTERVIEWS

|                              | <u>TOTAL</u> |
|------------------------------|--------------|
| Number of registered voters  | <u>600</u>   |
| Percent...                   | %            |
| <u>BY REGISTRATION</u>       |              |
| Republican                   | 35.2         |
| Democrat                     | 60.5         |
| All other                    | <u>4.3</u>   |
|                              | 100.0        |
| <u>BY RELIGION</u>           |              |
| Catholic                     | 24.0         |
| Protestant                   | 61.7         |
| All other                    | <u>14.3</u>  |
|                              | 100.0        |
| <u>BY UNION AFFILIATION</u>  |              |
| Member                       | 32.5         |
| Non-member                   | <u>67.5</u>  |
|                              | 100.0        |
| <u>BY AGE</u>                |              |
| Under 40                     | 49.7         |
| Over 40                      | <u>50.3</u>  |
|                              | 100.0        |
| <u>BY SEX</u>                |              |
| Men                          | 50.0         |
| Women                        | <u>50.0</u>  |
|                              | 100.0        |
| <u>BY RACE</u>               |              |
| White                        | 87.0         |
| Non-white                    | <u>13.0</u>  |
|                              | 100.0        |
| <u>BY STANDARD OF LIVING</u> |              |
| Upper                        | 31.0         |
| Middle                       | 58.5         |
| Lower                        | <u>10.5</u>  |
|                              | 100.0        |

In answer to Questions: 7. "If the election were being held today, for which of the following would you vote for Governor - Brown or Nixon?"

7a. "Would you say you have definitely made up your mind, or would you say that, depending upon circumstances, you might change your mind before November?"

7b. "(IF DON'T KNOW) Do you lean toward Brown or Nixon?"

|   | <u>WEIGHTED<br/>TOTAL**</u> | <u>UNWEIGHTED<br/>TOTAL</u> | <u>BY REGISTRATION</u> |              |              | <u>BY RELIGION</u> |              |              | <u>BY UNION<br/>AFFILIATION</u> |                |
|---|-----------------------------|-----------------------------|------------------------|--------------|--------------|--------------------|--------------|--------------|---------------------------------|----------------|
|   |                             |                             | Republican             | Democrat     | All          | Catholic           | Protestant   | All          | Member                          | Non-<br>Member |
|   |                             |                             |                        |              | Other        |                    |              | Other        |                                 |                |
| Number of registered voters             | <u>600</u>                  | <u>600</u>                  | <u>211</u>             | <u>363</u>   | <u>26</u>    | <u>144</u>         | <u>370</u>   | <u>86</u>    | <u>195</u>                      | <u>405</u>     |
| Percent saying they will<br>vote for... | %                           | %                           | %                      | %            | %            | %                  | %            | %            | %                               | %              |
| Edmund G. (Pat) Brown                   | *44.3                       | *47.0                       | 4.7                    | 72.7         | 30.8         | 63.2               | 36.5         | 65.1         | 61.0                            | 40.3           |
| Definitely                              | 38.5                        | 40.7                        | 3.3                    | 63.6         | 23.1         | 52.8               | 32.4         | 55.8         | 52.3                            | 35.1           |
| Might change                            | 6.0                         | 6.3                         | 1.4                    | 9.1          | 7.7          | 10.4               | 4.1          | 9.3          | 8.7                             | 5.2            |
| Lean toward                             | * 3.2                       | * 3.5                       | .5                     | 4.4          | 15.4         | 4.9                | 2.4          | 5.8          | 5.1                             | 2.7            |
| Richard M. Nixon                        | *44.2                       | *41.2                       | 86.8                   | 15.7         | 26.9         | 26.4               | 52.4         | 17.5         | 24.6                            | 49.1           |
| Definitely                              | 36.8                        | 34.0                        | 77.8                   | 9.9          | 15.4         | 19.5               | 44.6         | 12.8         | 19.0                            | 41.2           |
| Might change                            | 7.2                         | 7.2                         | 9.0                    | 5.8          | 11.5         | 6.9                | 7.8          | 4.7          | 5.6                             | 7.9            |
| Lean toward                             | * 2.7                       | * 2.5                       | 2.8                    | 1.9          | 7.7          | 1.4                | 3.5          | -            | 3.1                             | 2.2            |
| Don't know                              | * 5.6                       | * 5.8                       | 5.2                    | 5.3          | 19.2         | 4.1                | 5.2          | 11.6         | 6.2                             | 5.7            |
|   | <u>*100.0</u>               | <u>*100.0</u>               | <u>100.0</u>           | <u>100.0</u> | <u>100.0</u> | <u>100.0</u>       | <u>100.0</u> | <u>100.0</u> | <u>100.0</u>                    | <u>100.0</u>   |

Continued...

\*\*Weighted by registration figures for Los Angeles County as of September 12, 1962.

In answer to Questions: 7. "If the election were being held today, for which of the following would you vote for Governor - Brown or Nixon?"

7a. "Would you say you have definitely made up your mind, or would you say that, depending upon circumstances, you might change your mind before November?"

7b. "(IF DON'T KNOW) Do you lean toward Brown or Nixon?"

|   | <u>WEIGHTED<br/>TOTAL**</u> | <u>UNWEIGHTED<br/>TOTAL</u> | <u>BY AGE</u>       |                    | <u>BY SEX</u> |              | <u>BY RACE</u> |                       | <u>BY<br/>STANDARD OF LIVING</u> |               |              |
|---|-----------------------------|-----------------------------|---------------------|--------------------|---------------|--------------|----------------|-----------------------|----------------------------------|---------------|--------------|
|   |                             |                             | <u>Under<br/>40</u> | <u>Over<br/>40</u> | <u>Men</u>    | <u>Women</u> | <u>White</u>   | <u>Non-<br/>White</u> | <u>Upper</u>                     | <u>Middle</u> | <u>Lower</u> |
|   |                             |                             | %                   | %                  | %             | %            | %              | %                     | %                                | %             | %            |
| Number of registered voters             | <u>600</u>                  | <u>600</u>                  | <u>298</u>          | <u>302</u>         | <u>300</u>    | <u>300</u>   | <u>522</u>     | <u>78</u>             | <u>186</u>                       | <u>351</u>    | <u>63</u>    |
| Percent saying they will<br>vote for... | %                           | %                           | %                   | %                  | %             | %            | %              | %                     | %                                | %             |              |
| Edmund G. (Pat) Brown                   | *44.3                       | *47.0                       | 51.4                | 42.7               | 51.0          | 43.0         | 44.1           | 66.6                  | 40.3                             | 50.2          | 49.2         |
| Definitely                              | 38.5                        | 40.7                        | 43.3                | 38.1               | 44.0          | 37.3         | 37.9           | 59.0                  | 36.6                             | 43.3          | 38.1         |
| Might change                            | 6.0                         | 6.3                         | 8.1                 | 4.6                | 7.0           | 5.7          | 6.1            | 7.7                   | 3.7                              | 6.9           | 11.1         |
| Lean toward                             | * 3.2                       | * 3.5                       | 4.4                 | 2.6                | 3.7           | 3.3          | 3.3            | 5.1                   | 3.2                              | 3.7           | 3.2          |
| Richard M. Nixon                        | *44.2                       | *41.2                       | 36.9                | 45.4               | 37.3          | 45.0         | 44.8           | 16.7                  | 51.1                             | 37.0          | 34.9         |
| Definitely                              | 36.8                        | 34.0                        | 29.2                | 38.8               | 31.0          | 37.0         | 37.1           | 12.8                  | 45.2                             | 29.0          | 28.6         |
| Might change                            | 7.2                         | 7.2                         | 7.7                 | 6.6                | 6.3           | 8.0          | 7.7            | 3.9                   | 5.9                              | 8.0           | 6.3          |
| Lean toward                             | * 2.7                       | * 2.5                       | 2.3                 | 2.6                | 3.0           | 2.0          | 2.7            | 1.3                   | 1.1                              | 3.4           | 1.6          |
| Don't know                              | * 5.6                       | * 5.8                       | 5.0                 | 6.7                | 5.0           | 6.7          | 5.1            | 10.3                  | 4.3                              | 5.7           | 11.1         |
|   | <u>*100.0</u>               | <u>*100.0</u>               | <u>100.0</u>        | <u>100.0</u>       | <u>100.0</u>  | <u>100.0</u> | <u>100.0</u>   | <u>100.0</u>          | <u>100.0</u>                     | <u>100.0</u>  | <u>100.0</u> |

\*\*Weighted by registration figures for Los Angeles County as of September 12, 1962.



In answer to Questions: 1. "Do you remember reading or hearing anything about televised debates between Brown and Nixon?"  
 1a. "(IF YES,) Whom do you think was at fault for the breakdown in negotiations? Brown or Nixon?"

|   | <u>TOTAL</u> | <u>BY REGISTRATION</u> |             |             | <u>BY RELIGION</u> |             |             | <u>BY UNION AFFILIATION</u> |             |
|---|--------------|------------------------|-------------|-------------|--------------------|-------------|-------------|-----------------------------|-------------|
|   |              | Republican             | Democrat    | All Other   | Catholic           | Protestant  | All Other   | Member                      | Non-Member  |
| Number of registered voters                                     | <u>600</u>   | <u>211</u>             | <u>363</u>  | <u>26</u>   | <u>144</u>         | <u>370</u>  | <u>86</u>   | <u>195</u>                  | <u>405</u>  |
| Percent saying...   | %            | %                      | %           | %           | %                  | %           | %           | %                           | %           |
| They heard about the debates                                    | 89.3         | 92.9                   | 87.1        | 92.3        | 84.0               | 90.5        | 93.0        | 90.3                        | 88.9        |
| They did not hear about the debates                             | <u>10.7</u>  | <u>7.1</u>             | <u>12.9</u> | <u>7.7</u>  | <u>16.0</u>        | <u>9.5</u>  | <u>7.0</u>  | <u>9.7</u>                  | <u>11.1</u> |
|   | 100.0        | 100.0                  | 100.0       | 100.0       | 100.0              | 100.0       | 100.0       | 100.0                       | 100.0       |
| <br>  |              |                        |             |             |                    |             |             |                             |             |
| Number of registered voters saying they heard about the debates | <u>536</u>   | <u>196</u>             | <u>316</u>  | <u>24</u>   | <u>121</u>         | <u>335</u>  | <u>80</u>   | <u>176</u>                  | <u>360</u>  |
| Percent saying the breakdown was the fault of...                | %            | %                      | %           | %           | %                  | %           | %           | %                           | %           |
| Brown   | 20.9         | 42.9                   | 8.5         | 4.1         | 9.1                | 26.3        | 16.2        | 10.8                        | 25.8        |
| Nixon   | 24.1         | 6.6                    | 35.5        | 16.7        | 30.6               | 20.0        | 31.3        | 35.8                        | 18.3        |
| Don't know  | <u>55.0</u>  | <u>50.5</u>            | <u>56.0</u> | <u>79.2</u> | <u>60.3</u>        | <u>53.7</u> | <u>52.5</u> | <u>53.4</u>                 | <u>55.9</u> |
|   | 100.0        | 100.0                  | 100.0       | 100.0       | 100.0              | 100.0       | 100.0       | 100.0                       | 100.0       |

Continued...

In answer to Questions: 1. "Do you remember reading or hearing anything about televised debates between Brown and Nixon?"

1a. "(IF YES) Whom do you think was at fault for the breakdown in negotiations? Brown or Nixon?"

|   | <u>TOTAL</u> | <u>BY AGE</u>       |                    | <u>BY SEX</u> |              | <u>BY RACE</u> |                       | <u>BY STANDARD OF LIVING</u> |               |              |
|---|--------------|---------------------|--------------------|---------------|--------------|----------------|-----------------------|------------------------------|---------------|--------------|
|   |              | <u>Under<br/>40</u> | <u>Over<br/>40</u> | <u>Men</u>    | <u>Women</u> | <u>White</u>   | <u>Non-<br/>White</u> | <u>Upper</u>                 | <u>Middle</u> | <u>Lower</u> |
| Number of registered voters                                     | <u>600</u>   | <u>298</u>          | <u>302</u>         | <u>300</u>    | <u>300</u>   | <u>522</u>     | <u>78</u>             | <u>186</u>                   | <u>351</u>    | <u>63</u>    |
| Percent saying...   | %            | %                   | %                  | %             | %            | %              | %                     | %                            | %             | %            |
| They heard about the debates                                    | 89.3         | 90.3                | 88.4               | 93.0          | 85.7         | 91.6           | 74.4                  | 95.7                         | 88.0          | 72.8         |
| They did not hear about the debates                             | 10.7         | 9.7                 | 11.6               | 7.0           | 14.3         | 8.4            | 25.6                  | 4.3                          | 12.0          | 22.2         |
|   | <u>100.0</u> | <u>100.0</u>        | <u>100.0</u>       | <u>100.0</u>  | <u>100.0</u> | <u>100.0</u>   | <u>100.0</u>          | <u>100.0</u>                 | <u>100.0</u>  | <u>100.0</u> |
| <br>  |              |                     |                    |               |              |                |                       |                              |               |              |
| Number of registered voters saying they heard about the debates | <u>536</u>   | <u>269</u>          | <u>267</u>         | <u>279</u>    | <u>257</u>   | <u>478</u>     | <u>58</u>             | <u>178</u>                   | <u>309</u>    | <u>49</u>    |
| Percent saying the breakdown was the fault of...                | %            | %                   | %                  | %             | %            | %              | %                     | %                            | %             | %            |
| Brown   | 20.9         | 17.8                | 24.0               | 18.6          | 23.3         | 23.4           | -                     | 26.4                         | 19.4          | 10.2         |
| Nixon   | 24.1         | 20.8                | 27.3               | 26.9          | 21.0         | 23.4           | 29.3                  | 18.0                         | 27.2          | 26.5         |
| Don't know  | 55.0         | 61.4                | 48.7               | 54.5          | 55.7         | 53.2           | 70.7                  | 55.6                         | 53.4          | 63.3         |
|   | <u>100.0</u> | <u>100.0</u>        | <u>100.0</u>       | <u>100.0</u>  | <u>100.0</u> | <u>100.0</u>   | <u>100.0</u>          | <u>100.0</u>                 | <u>100.0</u>  | <u>100.0</u> |

In answer to Question: 2. "Nixon has proposed that he would agree to having two debates in the press conference style which Brown wants if Brown would agree to two face to face debates as Nixon has proposed. Do you think this is a good solution to the problem?"

|                             | <u>TOTAL</u> | <u>BY REGISTRATION</u> |             |             | <u>BY RELIGION</u> |             |             | <u>BY UNION AFFILIATION</u> |             |
|-----------------------------|--------------|------------------------|-------------|-------------|--------------------|-------------|-------------|-----------------------------|-------------|
|                             |              | Republican             | Democrat    | All Other   | Catholic           | Protestant  | All Other   | Member                      | Non-Member  |
| Number of registered voters | <u>600</u>   | <u>211</u>             | <u>363</u>  | <u>26</u>   | <u>144</u>         | <u>370</u>  | <u>86</u>   | <u>195</u>                  | <u>405</u>  |
| Percent saying this is...   | %            | %                      | %           | %           | %                  | %           | %           | %                           | %           |
| A good solution             | 49.5         | 62.5                   | 43.8        | 23.1        | 45.9               | 54.6        | 33.7        | 44.6                        | 51.9        |
| Not a good solution         | 22.2         | 15.2                   | 25.9        | 26.9        | 20.8               | 21.1        | 29.1        | 28.7                        | 19.0        |
| Don't know                  | <u>28.3</u>  | <u>22.3</u>            | <u>30.3</u> | <u>50.0</u> | <u>33.3</u>        | <u>24.3</u> | <u>37.2</u> | <u>26.7</u>                 | <u>29.1</u> |
|                             | 100.0        | 100.0                  | 100.0       | 100.0       | 100.0              | 100.0       | 100.0       | 100.0                       | 100.0       |

In answer to Question: 3. "The Teamsters Union has endorsed Brown for Governor in November's election. Do you believe Brown should accept the Teamster's support?"

|                                  | <u>600</u>  | <u>211</u>  | <u>363</u>  | <u>26</u>   | <u>144</u>  | <u>370</u>  | <u>86</u>   | <u>195</u>  | <u>405</u>  |
|----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                                  | %           | %           | %           | %           | %           | %           | %           | %           | %           |
| Number of registered voters      |             |             |             |             |             |             |             |             |             |
| Percent saying Brown should...   |             |             |             |             |             |             |             |             |             |
| Accept the Teamsters support     | 48.0        | 30.8        | 58.4        | 42.3        | 50.0        | 43.0        | 66.3        | 60.0        | 42.3        |
| Not accept the Teamsters support | 21.8        | 35.1        | 14.9        | 11.5        | 21.5        | 23.2        | 16.3        | 15.4        | 24.9        |
| Don't know                       | <u>30.2</u> | <u>34.1</u> | <u>26.7</u> | <u>46.2</u> | <u>28.5</u> | <u>33.8</u> | <u>17.4</u> | <u>24.6</u> | <u>32.8</u> |
|                                  | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       |

Continued...

In answer to Question: 2. "Nixon has proposed that he would agree to having two debates in the press conference style which Brown wants if Brown would agree to two face to face debates as Nixon has proposed. Do you think this is a good solution to the problem?"

|                             | <u>TOTAL</u> | <u>BY AGE</u> |             | <u>BY SEX</u> |             | <u>BY RACE</u> |               | <u>BY STANDARD OF LIVING</u> |             |             |
|-----------------------------|--------------|---------------|-------------|---------------|-------------|----------------|---------------|------------------------------|-------------|-------------|
|                             |              | Under<br>40   | Over<br>40  | Men           | Women       | White          | Non-<br>White | Upper                        | Middle      | Lower       |
| Number of registered voters | <u>600</u>   | <u>298</u>    | <u>302</u>  | <u>300</u>    | <u>300</u>  | <u>522</u>     | <u>78</u>     | <u>186</u>                   | <u>351</u>  | <u>63</u>   |
| Percent saying this is...   | %            | %             | %           | %             | %           | %              | %             | %                            | %           | %           |
| A good solution             | 49.5         | 53.0          | 46.0        | 51.3          | 47.6        | 53.1           | 25.6          | 53.3                         | 50.5        | 33.3        |
| Not a good solution         | 22.2         | 19.1          | 25.2        | 23.7          | 20.7        | 22.0           | 23.1          | 17.7                         | 23.9        | 25.4        |
| Don't know                  | <u>28.3</u>  | <u>27.9</u>   | <u>28.8</u> | <u>25.0</u>   | <u>31.7</u> | <u>24.9</u>    | <u>51.3</u>   | <u>29.0</u>                  | <u>25.6</u> | <u>41.3</u> |
|                             | 100.0        | 100.0         | 100.0       | 100.0         | 100.0       | 100.0          | 100.0         | 100.0                        | 100.0       | 100.0       |

In answer to Question: 3. "The Teamsters Union has endorsed Brown for Governor in November's election. Do you believe Brown should accept the Teamster's support?"

|                                  |             |             |             |             |             |             |             |             |             |             |
|----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Number of registered voters      | <u>600</u>  | <u>298</u>  | <u>302</u>  | <u>300</u>  | <u>300</u>  | <u>522</u>  | <u>78</u>   | <u>186</u>  | <u>351</u>  | <u>63</u>   |
| Percent saying Brown should...   | %           | %           | %           | %           | %           | %           | %           | %           | %           | %           |
| Accept the Teamsters support     | 48.0        | 53.7        | 42.4        | 56.6        | 39.3        | 48.4        | 44.9        | 45.2        | 49.3        | 49.3        |
| Not accept the Teamsters support | 21.8        | 20.1        | 23.5        | 21.7        | 22.0        | 23.4        | 11.5        | 24.7        | 20.8        | 19.0        |
| Don't know                       | <u>30.2</u> | <u>26.2</u> | <u>34.1</u> | <u>21.7</u> | <u>38.7</u> | <u>28.2</u> | <u>43.6</u> | <u>30.1</u> | <u>29.9</u> | <u>31.7</u> |
|                                  | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       |

In answer to Questions: 4. "Have you heard anything about a possible strike in five aerospace defense plants in Southern California?"

4a. "(IF YES) What do you believe the Governor should do in order to protect California's role in this critical program: Stay out and let the federal government settle it, stay out and let management and the workers settle it with collective bargaining or join with either labor or management in order to force an agreement before the workers go on strike?"

|   | <u>TOTAL</u> | <u>BY REGISTRATION</u> |              |              | <u>BY RELIGION</u> |              |              | <u>BY UNION AFFILIATION</u> |              |
|---|--------------|------------------------|--------------|--------------|--------------------|--------------|--------------|-----------------------------|--------------|
|   |              | Republican             | Democrat     | All Other    | Catholic           | Protestant   | All Other    | Member                      | Non-Member   |
| Number of registered voters   | <u>600</u>   | <u>211</u>             | <u>363</u>   | <u>26</u>    | <u>144</u>         | <u>370</u>   | <u>86</u>    | <u>195</u>                  | <u>405</u>   |
| Percent saying they have...   | %            | %                      | %            | %            | %                  | %            | %            | %                           | %            |
| Heard about a possible strike   | 75.2         | 75.4                   | 75.2         | 73.1         | 75.0               | 75.1         | 75.6         | 79.5                        | 73.1         |
| Not heard about a possible strike   | 24.8         | 24.6                   | 24.8         | 26.9         | 25.0               | 24.9         | 24.4         | 20.5                        | 26.9         |
|   | <u>100.0</u> | <u>100.0</u>           | <u>100.0</u> | <u>100.0</u> | <u>100.0</u>       | <u>100.0</u> | <u>100.0</u> | <u>100.0</u>                | <u>100.0</u> |
| Number of registered voters saying they heard about a possible strike                               | <u>451</u>   | <u>159</u>             | <u>273</u>   | <u>19</u>    | <u>108</u>         | <u>278</u>   | <u>65</u>    | <u>155</u>                  | <u>296</u>   |
| Percent saying the governor should...   | %            | %                      | %            | %            | %                  | %            | %            | %                           | %            |
| Stay out and let the federal government settle it   | 27.1         | 23.9                   | 28.2         | 36.8         | 28.7               | 24.8         | 33.8         | 25.1                        | 28.0         |
| Stay out and let management and the workers settle it with collective bargaining                    | 42.7         | 47.8                   | 39.9         | 42.1         | 44.4               | 44.3         | 33.8         | 48.4                        | 39.9         |
| Join with either labor or management in order to force an agreement before the workers go on strike | 18.0         | 12.6                   | 21.3         | 15.8         | 17.6               | 17.6         | 20.0         | 15.5                        | 19.3         |
| Don't know  | 12.2         | 15.7                   | 10.6         | 5.3          | 9.3                | 13.3         | 12.4         | 11.0                        | 12.8         |
|   | <u>100.0</u> | <u>100.0</u>           | <u>100.0</u> | <u>100.0</u> | <u>100.0</u>       | <u>100.0</u> | <u>100.0</u> | <u>100.0</u>                | <u>100.0</u> |

Continued... 8

In answer to Questions: 4. "Have you heard anything about a possible strike in five aerospace defense plants in Southern California

4a. "(IF YES) What do you believe the Governor should do in order to protect California's role in this critical program: Stay out and let the federal government settle it, stay out and let management and the workers settle it with collective bargaining or join with either labor or management in order to force an agreement before the workers go on strike?"

|   | TOTAL       | BY AGE      |             | BY SEX      |             | BY RACE     |             | BY STANDARD OF LIVING |             |             |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------|-------------|-------------|
|   |             | Under 40    | Over 40     | Men         | Women       | White       | Non-White   | Upper                 | Middle      | Lower       |
| Number of registered voters   | <u>600</u>  | <u>298</u>  | <u>302</u>  | <u>300</u>  | <u>300</u>  | <u>522</u>  | <u>78</u>   | <u>186</u>            | <u>351</u>  | <u>63</u>   |
| Percent saying they have...   | %           | %           | %           | %           | %           | %           | %           | %                     | %           | %           |
| Heard about a possible strike   | 75.2        | 77.9        | 72.5        | 82.3        | 68.0        | 77.0        | 62.8        | 81.2                  | 74.1        | 63.5        |
| Not heard about a possible strike   | <u>24.8</u> | <u>22.1</u> | <u>27.5</u> | <u>17.7</u> | <u>32.0</u> | <u>23.0</u> | <u>37.2</u> | <u>18.8</u>           | <u>25.9</u> | <u>36.5</u> |
|   | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0                 | 100.0       | 100.0       |
| Number of registered voters saying they heard about a possible strike                               | <u>451</u>  | <u>232</u>  | <u>219</u>  | <u>247</u>  | <u>204</u>  | <u>402</u>  | <u>49</u>   | <u>151</u>            | <u>260</u>  | <u>40</u>   |
| Percent saying the governor should...   | %           | %           | %           | %           | %           | %           | %           | %                     | %           | %           |
| Stay out and let the federal government settle it   | 27.1        | 27.2        | 26.9        | 26.7        | 27.5        | 25.9        | 36.7        | 19.9                  | 31.9        | 22.5        |
| Stay out and let management and the workers settle it with collective bargaining                    | 42.7        | 42.2        | 43.4        | 46.2        | 38.7        | 43.8        | 34.7        | 37.7                  | 45.0        | 47.5        |
| Join with either labor or management in order to force an agreement before the workers go on strike | 18.0        | 18.1        | 17.8        | 18.2        | 17.6        | 17.9        | 18.4        | 25.2                  | 14.6        | 12.5        |
| Don't know  | <u>12.2</u> | <u>12.5</u> | <u>11.9</u> | <u>8.9</u>  | <u>16.2</u> | <u>12.4</u> | <u>10.2</u> | <u>17.2</u>           | <u>8.5</u>  | <u>17.5</u> |
|   | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0                 | 100.0       | 100.0       |

In answer to Question: 5. "Without regard for whether you are going to vote for him or not, which man do you think would be best able to help in settling these strike threats -- Brown or Nixon?"

|   | <u>TOTAL</u> | <u>BY REGISTRATION</u> |              |              | <u>BY RELIGION</u> |              |              | <u>BY UNION AFFILIATION</u> |              |
|---|--------------|------------------------|--------------|--------------|--------------------|--------------|--------------|-----------------------------|--------------|
|   |              | Republican             | Democrat     | All Other    | Catholic           | Protestant   | All Other    | Member                      | Non-Member   |
| Number of registered voters                                 | <u>600</u>   | <u>211</u>             | <u>363</u>   | <u>26</u>    | <u>144</u>         | <u>370</u>   | <u>86</u>    | <u>195</u>                  | <u>405</u>   |
| Percent saying the one best able to settle the strike is... | %            | %                      | %            | %            | %                  | %            | %            | %                           | %            |
| Brown   | 35.7         | 5.2                    | 54.0         | 26.9         | 46.5               | 27.9         | 51.2         | 49.7                        | 28.9         |
| Nixon   | 28.7         | 58.8                   | 11.8         | 19.3         | 15.3               | 37.0         | 15.1         | 17.9                        | 33.8         |
| Don't know  | 33.8         | 35.1                   | 32.0         | 50.0         | 36.1               | 33.5         | 31.4         | 30.3                        | 35.6         |
| Refused   | 1.8          | .9                     | 2.2          | 3.8          | 2.1                | 1.6          | 2.3          | 2.1                         | 1.7          |
|   | <u>100.0</u> | <u>100.0</u>           | <u>100.0</u> | <u>100.0</u> | <u>100.0</u>       | <u>100.0</u> | <u>100.0</u> | <u>100.0</u>                | <u>100.0</u> |

In answer to Question: 6. "Mr. Nixon has urged an immediate blockade of Cuba and that the Monroe Doctrine be enforced by the Kennedy Administration. Do you agree or disagree?"

|                             |              |              |              |              |              |              |              |              |              |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Number of registered voters | <u>600</u>   | <u>211</u>   | <u>363</u>   | <u>26</u>    | <u>144</u>   | <u>370</u>   | <u>86</u>    | <u>195</u>   | <u>405</u>   |
| Percent saying they...      | %            | %            | %            | %            | %            | %            | %            | %            | %            |
| Agree with the blockade     | 53.0         | 77.7         | 38.8         | 50.0         | 48.6         | 55.6         | 48.8         | 51.8         | 53.6         |
| Disagree with the blockade  | 25.0         | 5.7          | 36.4         | 23.1         | 26.4         | 22.2         | 34.9         | 23.1         | 25.9         |
| Don't know                  | 22.0         | 16.6         | 24.8         | 26.9         | 25.0         | 22.2         | 16.3         | 25.1         | 20.5         |
|                             | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> | <u>100.0</u> |

Continued...

In answer to Question: 5. "Without regard for whether you are going to vote for him or not, which man do you think would be best able to help in settling these strike threats -- Brown or Nixon?"

|   | <u>TOTAL</u> | <u>BY AGE</u> |            | <u>BY SEX</u> |            | <u>BY RACE</u> |               | <u>BY STANDARD OF LIVING</u> |            |           |
|---|--------------|---------------|------------|---------------|------------|----------------|---------------|------------------------------|------------|-----------|
|   |              | Under<br>40   | Over<br>40 | Men           | Women      | White          | Non-<br>White | Upper                        | Middle     | Lower     |
| Number of registered voters                                 | <u>600</u>   | <u>298</u>    | <u>302</u> | <u>300</u>    | <u>300</u> | <u>522</u>     | <u>78</u>     | <u>186</u>                   | <u>351</u> | <u>63</u> |
| Percent saying the one best able to settle the strike is... | %            | %             | %          | %             | %          | %              | %             | %                            | %          | %         |
| Brown   | 35.7         | 36.2          | 35.1       | 39.6          | 31.7       | 33.9           | 47.4          | 31.7                         | 38.2       | 33.3      |
| Nixon   | 28.7         | 22.1          | 35.1       | 26.0          | 31.3       | 31.6           | 9.0           | 36.5                         | 25.6       | 22.2      |
| Don't know  | 33.8         | 39.0          | 28.8       | 32.7          | 35.0       | 32.8           | 41.0          | 29.6                         | 34.2       | 44.5      |
| Refused   | <u>1.8</u>   | <u>2.7</u>    | <u>1.0</u> | <u>1.7</u>    | <u>2.0</u> | <u>1.7</u>     | <u>2.6</u>    | <u>2.2</u>                   | <u>2.0</u> | <u>-</u>  |
|   | 100.0        | 100.0         | 100.0      | 100.0         | 100.0      | 100.0          | 100.0         | 100.0                        | 100.0      | 100.0     |

In answer to Question: 6. "Mr. Nixon has urged an immediate blockade of Cuba and that the Monroe Doctrine be enforced by the Kennedy Administration. Do you agree or disagree?"

|                             |             |             |             |             |             |             |             |             |             |             |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Number of registered voters | <u>600</u>  | <u>298</u>  | <u>302</u>  | <u>300</u>  | <u>300</u>  | <u>522</u>  | <u>78</u>   | <u>186</u>  | <u>351</u>  | <u>63</u>   |
| Percent saying they...      | %           | %           | %           | %           | %           | %           | %           | %           | %           | %           |
| Agree with the blockade     | 53.0        | 50.0        | 56.0        | 56.0        | 50.0        | 55.7        | 34.6        | 51.7        | 53.2        | 55.6        |
| Disagree with the blockade  | 25.0        | 26.2        | 23.8        | 28.3        | 21.7        | 25.5        | 21.8        | 26.3        | 25.1        | 20.6        |
| Don't know                  | <u>22.0</u> | <u>23.8</u> | <u>20.2</u> | <u>15.7</u> | <u>28.3</u> | <u>18.8</u> | <u>43.6</u> | <u>22.0</u> | <u>21.7</u> | <u>23.8</u> |
|                             | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       | 100.0       |



In answer to Questions: 12. "Averaging the turnout on the last three gubernatorial elections (1958, 1954 and 1950) approximately 74% of California registered voters went to the polls. How do you feel about the coming election this November? Do you feel the turnout will be above average-below average or about the same?"

12a. "Why do you say that?"

|  | <u>TOTAL</u> |
|--|--------------|
| Number of registered voters  | <u>600</u>   |
| Percent saying the turnout will be...                                | %            |
| Above average  | 57.5         |
| Below average  | 5.8          |
| About the same   | 31.3         |
| Don't know   | 5.4          |
|  | <hr/> 100.0  |
| Number of registered voters saying the turnout will be above average | <u>345</u>   |
| Percent saying this is because...                                    | %            |
| Contest between Nixon and Brown excites interest                     | 42.0         |
| There is more interest than usual                                    | 24.6         |
| People are more aware of problems                                    | 18.0         |
| Republicans working harder/Nixon can't lose again                    | 9.0          |
| To beat Nixon  | 5.8          |
| People fed up with Brown   | 5.5          |
| More people to vote/growth of state                                  | 4.9          |
| Don't know   | 2.3          |
|  | <hr/> 112.1  |

Continued...

Sums of the columns may exceed 100% because of multiple answers.

In answer to Questions: 12. "Averaging the turnout on the last three gubernatorial elections (1958, 1954 and 1950) approximately 74% of California registered voters went to the polls. How do you feel about the coming election this November? Do you feel the turnout will be above average- below average or about the same?"

12a. "Why do you say that?"

|   | <u>TOTAL</u> |
|---|--------------|
| Number of registered voters saying the turnout will be below average  | <u>35</u>    |
| Percent saying this is because...                                     | %            |
| Both candidates are unpopular   | 45.7         |
| Apathy/Indifference of people   | 45.7         |
| Don't know  | <u>31.4</u>  |
|   | <u>122.8</u> |
| <br>  |              |
| Number of registered voters saying the turnout will be about the same | <u>188</u>   |
| Percent saying this is because...                                     | %            |
| Always same people who vote/not enough interested                     | 63.3         |
| Indifference to candidates/neither popular                            | 16.0         |
| No new issues/nothing unusual   | 11.7         |
| Don't know  | 9.0          |
|   | <u>100.0</u> |

Sums of the columns may exceed 100% because of multiple answers.

In answer to Question: 13. "Which of these statements best represents what you will do in November?"

|   | <u>TOTAL</u> |
|---|--------------|
| Number of registered voters   | <u>600</u>   |
| Percent saying...   | %            |
| Plan to vote but only for those candidates and issues that I know something about   | 47.2         |
| Plan to vote and cast my vote one way or the other for each candidate and issue on the ballot   | 47.2         |
| Plan to vote by absentee ballot so that nothing will prevent me from casting my ballot  | 2.0          |
| Hope to vote but probably won't because something usually comes up at home or at work that makes it impossible for me to get to the polls             | 1.8          |
| Probably won't vote because I don't know enough about the candidates and issues   | .7           |
| Probably won't vote because this is one of the years when it doesn't make much difference one way or the other; nothing very important on this ballot | .5           |
| Don't know  | .6           |
|   | <u>100.0</u> |